

**Remarks/Arguments:**

Applicants' disclosure is directed to a display device. The display device relevantly includes a display part made of a roll-up direct-view display element, a take-up part attached to one end of the display part, a pulling part attached to another end of the display part and a holding part for holding the display. The holding part is formed of linkage which are stored on a rear surface of the display part when the display part is rolled up and are stretched across the rear surface of the display part when the display part is rolled out.

Claims 10, 13 and 14 have been cancelled. All remaining claims are fully compliant with the enablement requirement of 35 U.S.C. § 112, first paragraph.

Claims 1 and 3 have been amended and are fully compliant with 35 U.S.C. § 112, second paragraph.

Claims 1-4 and 6 stand rejected under 35 U.S.C. § 102(b) as anticipated by Gusman et al. (U.S. Patent No. 1,669,052). Claims 5, 11 and 12 stand rejected under 35 U.S.C. § 103(a) as obvious over Gusman and Takamoto et al. (U.S. Patent No. 6,249,377). Claim 9 stands rejected under 35 U.S.C. § 103(a) as obvious over Gusman and Seidel (U.S. Patent No. 6,557,280). Claim 10 stands rejected under 35 U.S.C. § 103(a) as obvious over Gusman and Cruz-Uribe et al. (U.S. Patent No. 6,853,486). Claim 14 stands rejected under 35 U.S.C. § 103(a) as obvious over Gusman, Seidel and Cruz-Uribe. It is respectfully submitted, however, that the claims are patentable over the art of record for the reasons set forth below.

Applicants' invention, as recited by claim 1, includes a feature which is neither disclosed nor suggested by the art of record, namely:

...a display part made of a roll-up direct-view display element...

...a take-up part attached on one end of the display part...

...a pulling part attached on an other end of the display part...

...a holding part for holding the display part...

...the holding part is formed of linkage...

...the linkage includes:

a first rail having a first end and a second rail having a second end, the first rail and the second rail crossing each other...

the first end being slidable within the pulling part and the second end being slidable within the take-up part.

(Emphasis added) By way of example, Applicants' FIG. 3 shows an exemplary display device 10. As shown, the exemplary display device 10 includes a display part 2, a take-up part 3 attached on one end of the display part 2 and a pulling part 4 attached on the other end of the display part 2. A first rail 11 and a second rail 12 cross each other. A first end of the first rail 11 is slidable within the pulling part 4, and a second end of the second rail 12 is slidable within the take-up part 3. This feature is found in the originally filed application at page 17, lines 3-6 and 18-20 and FIG. 3. No new matter has been added.

Gusman discloses an apparatus for displaying advertisements. As shown in FIGs. 1 and 3, for example, the apparatus includes: a flexible wall 9, a base 1, a movable part 2, multiple crossed pairs of links 3 and 4 and handles 3' and 4'. Ends of the outer-most crossed pairs are attached to the base 1 and the movable part 2, respectively. The handles 3' and 4' are attached to the ends of the outer-most crossed-pair that is attached to the base 1. The multiple crossed pairs of links 3 and 4 are also attached to the flexible wall 9. In operation, when the handles 3' and 4' are slid outward, the moving part 2 is pulled toward the base 1, causing the flexible wall 9 to be rolled up. See Gusman lines 52-81.

While Gusman discloses a plurality of crossed pairs of links, none of the pairs includes both a rail with an end that is slidable within the movable part and a rail that is slidable within the base. Accordingly, Gusman does not disclose "a first rail having a first end and a second rail having a second end, the first rail and the second rail crossing each other" and "the first end being slidable within the pulling part and the second end being slidable within the take-up part," as required by claim 1.

It is because Applicants include the features of "a first rail having a first end and a second rail having a second end, the first rail and the second rail crossing each other" and "the first end being slidable within the pulling part and the second end being slidable within the take-up part," that the following advantages are achieved. Namely, "the first and second rail supports allow the holding part to be fixed at two points by the take-up part and the pulling part, thereby reducing the swaying of the holding part itself. This structure can reduce swaying and sagging particularly in the center and four corners of the display part which is spread out before the holding part." See Applicants' specification at page 6, lines 19-24.

Accordingly, for the reasons provided above, claim 1 is patentable over the art of record.

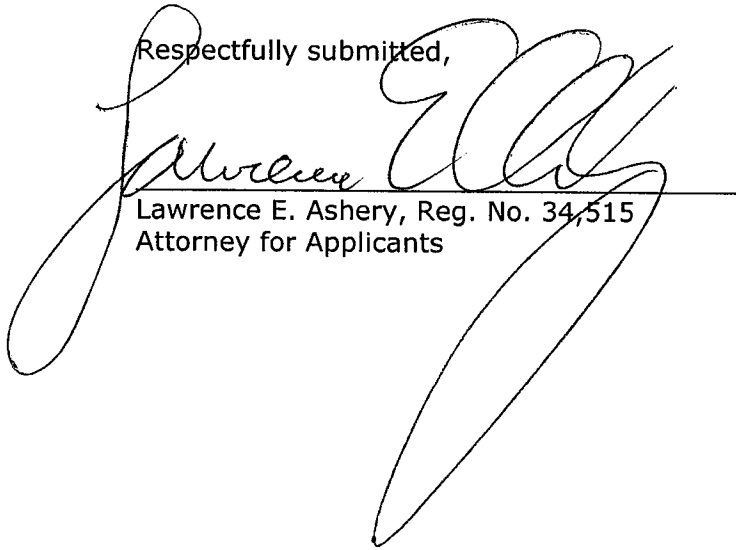
Appln. No.: 10/591,104  
Amendment Dated September 16, 2008  
Reply to Office Action of June 16, 2008

MAT-8871US

Claims 2, 3, 5-9 and 11 include all features of claim 1 from which they depend. Thus, claims 2, 3, 5-9 and 11 are also patentable over the art of record for the reasons set forth above.

In view of the amendments and arguments set forth above, the above-identified application is in condition for allowance which action is respectfully requested.

Respectfully submitted,



Lawrence E. Ashery, Reg. No. 34,515  
Attorney for Applicants

DK/so

Dated: September 16, 2008

P.O. Box 980  
Valley Forge, PA 19482  
(610) 407-0700

NM301551